BUREAU OF STATISTICS

YUKON ALCOHOL SALES

2007/'08

Figures released by the Yukon Liquor Corporation for the fiscal year April 1, 2007 to March 31, 2008 show that 4,690,600 litres of liquor were sold in the Yukon. This volume of liquor was made up of 3,888,300 litres of beer and cider, 518,700 litres of wine and 283,700 litres of spirits.

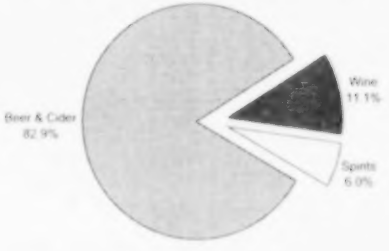
1

Volume of Liquor Sold, in Litres

The 2007/'08 figure of 4,690,600 litres of liquor sold represents a **4.8% increase** from the 2006/'07 level of 4,474,300 litres sold.

Over the same period, total litres of spirits sold increased 10.5%, and beer and cider increased 4.7%. Wine purchases (in litres) were up by 2.8%.

Beer and cider accounted for 82.9% of total litres of liquor purchased in 2007/'08. Wine was a distant second at 11.1% and spirits were third at 6.0%.



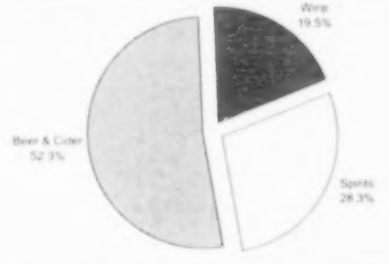
2

Value of Liquor Sold, in Dollars

The 2007/'08 sales figure of $32,435,000 of liquor sold represents a **7.2% increase** from the 2006/'07 level of $30,256,100.

Over the same period, revenue from spirits ($9,177,100) increased 11.1%, wine ($6,309,500) increased 6.7%, and beer ($16,948,400) increased 5.4%.

Beer and cider accounted for 52.3% of total value of liquor sales in 2007/'08. Spirits were second, at 28.3%, and wine last with 19.5% of total sales value.

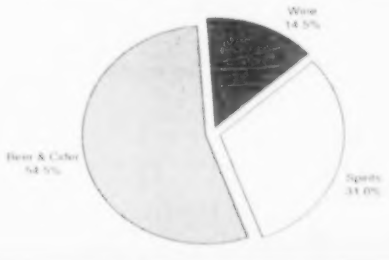


3

Total Volume of Liquor Sold, by Alcohol Content

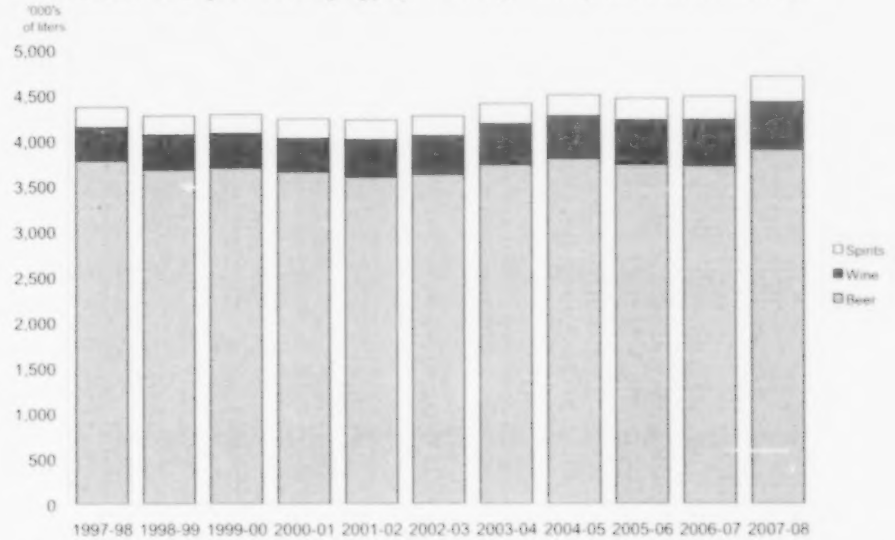
Different types of liquor contain different amounts of absolute alcohol. On average, beer and cider contain 5% alcohol by volume, spirits 39%, and wine 10%.

For 2007/'08, the largest share (54.5%) of total absolute alcohol was purchased in the form of beer and cider. Spirits were second with 31.0%, and wine accounted for the remaining 14.5%.



4 Volume of Liquor Sold by Type

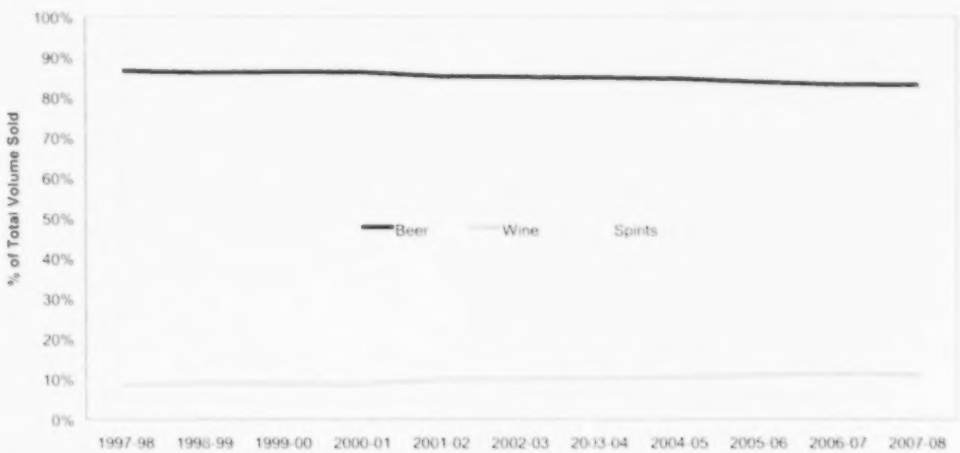
Volume of Liquor Sold by Type, in Litres, Yukon, 1997/'98 to 2007/'08



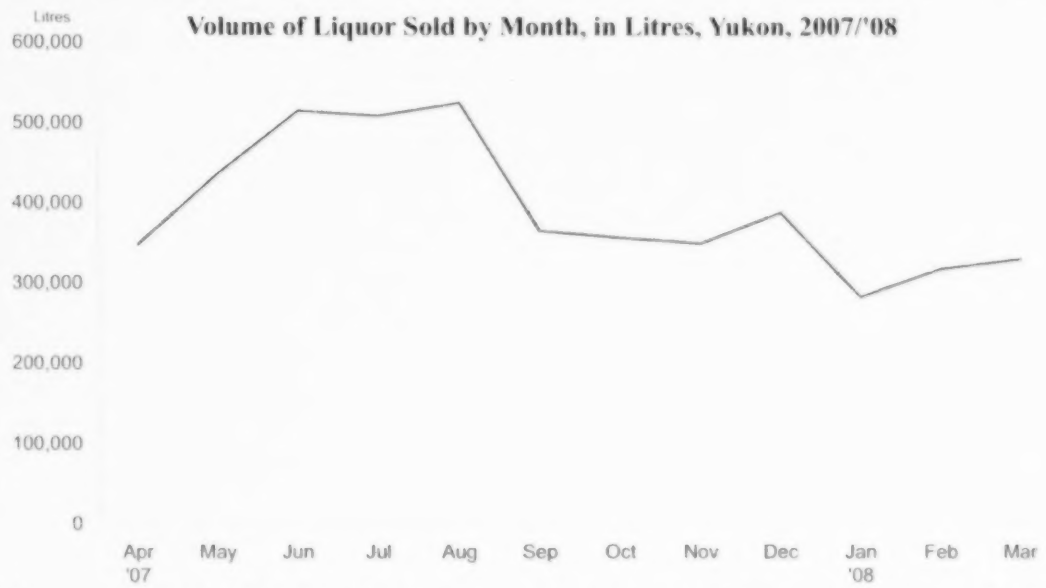
The 2007/'08 figure of 4,690,600 litres of total liquor sold represents a 4.8% increase from the 2006/'07 level of 4,474,300 litres sold. The 2006/'07 figure was 0.5% higher than the previous year, 2005/'06, in which 4,452,200 litres of liquor were sold. The 2007/'08 volume figure of 4,690,600 litres sold was the highest volume figure over the last eleven years, while the lowest was recorded in 2001/'02, when 4,216,400 litres of liquor were sold.

The chart below shows the change in the volume of liquor sold by type of liquor. Beer and cider sales have followed a steady downward trend in terms of the proportion of overall volume of alcohol sold. In 1997/'98, beer and cider sales accounted for 86.5% of the volume of alcohol sold, while in 2007/'08, they accounted for 82.9%. Wine, on the other hand, has increased from 8.5% of the total volume sold in 1997/'98, to 11.1% in 2007/'08. The proportion of spirits sold has increased slightly over this period, accounting for 5.1% in 1997/'98 compared to 6.0% in 2007/'08.

Volume of Liquor Sold by Type, Yukon, 1997/'98 to 2007/'08



5 Volume of Liquor Sold by Month



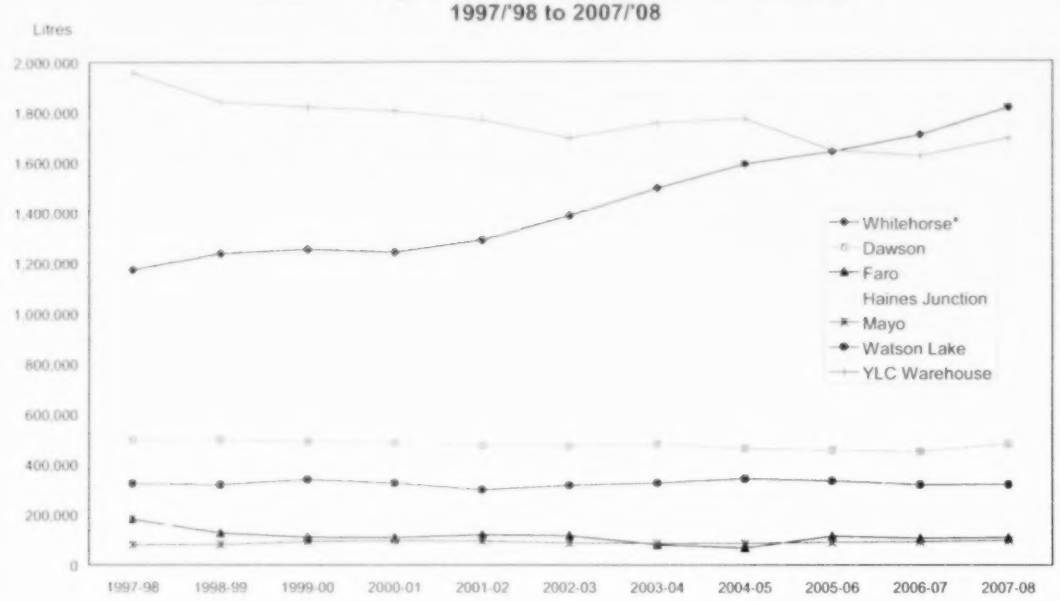
Liquor sales in the Yukon follow a distinct seasonal cycle, peaking in the summer months. In 2007/'08, there were 522,400 litres of liquor sold in August 2007, which accounted for 11.1% of the yearly total. In January 2008, there were 280,100 litres of liquor sold, which accounted for only 6.0% of the yearly total. The large number of travellers visiting the Yukon and the influx of seasonal workers may be responsible for a portion of the increased sales during the summer months. *This should be taken into account when comparing per capita liquor sales in the Yukon with other jurisdictions.* The table below shows monthly sales figures from 2000/'01 to 2007/'08:

Volume of Liquor Sold by Month, in Litres, Yukon, 2000/'01 to 2007/'08

	2000/'01	2001/'02	2002/'03	2003/'04	2004/'05	2005/'06	2006/'07	2007/'08
April	350,087	335,241	317,171	331,212	307,798	382,061	318,605	345,206
May	351,116	339,674	352,816	354,059	369,300	395,914	412,697	434,087
June	450,910	421,317	416,477	417,861	452,039	556,772	502,973	512,301
July	456,067	456,427	455,828	474,484	480,493	446,789	473,877	505,908
August	506,528	507,483	496,104	532,901	556,048	439,960	477,956	522,384
September	401,767	398,418	415,670	415,927	431,355	373,187	375,586	362,499
October	284,513	291,093	304,345	311,642	322,301	332,297	344,816	353,827
November	326,439	338,281	342,448	352,428	356,043	299,382	293,574	346,614
December	355,435	375,579	389,014	385,308	391,811	381,646	376,698	385,107
January	234,042	238,811	232,213	236,443	234,776	243,436	264,679	280,122
February	279,803	266,171	272,907	293,699	280,075	280,738	298,522	315,123
March	233,748	247,905	265,622	289,808	308,420	320,054	334,305	327,411
Total	**4,230,454**	**4,216,399**	**4,260,613**	**4,395,771**	**4,490,460**	**4,452,235**	**4,474,290**	**4,690,590**

6 Volume of Liquor Sold by Community

Volume of Liquor Sold in Litres, by Community, Yukon, 1997/'98 to 2007/'08



From 2006/'07 to 2007/'08, the volume (in litres) of liquor sold in the communities changed as follows:

- In Dawson, the volume increased by 7.0%, from 449,500 in 2006/'07 to 480,800 in 2007/'08.
- In Faro, the volume increased by 2.5%, from 105,800 in 2006/'07 to 108,500 in 2007/'08.
- In Haines Junction, the volume decreased by 1.8%, from 180,200 in 2006/'07 to 177,000 in 2007/'08.
- In Mayo, the volume increased by 6.0%, from 92,600 in 2006/'07 to 98,200 in 2007/'08.
- In Watson Lake, the volume increased by 0.5%, from 317,300 in 2006/'07 to 318,800 in 2007/'08.
- In Whitehorse*, the volume increased by 6.4%, from 1,706,100 in 2006/'07 to 1,814,500 in 2007/'08.
- At the warehouse in Whitehorse, the volume increased by 4.3%, from 1,622,700 in 2006/'07 to 1,692,800 in 2007/'08.

**Does not include YLC Warehouse sales*

Notes: **Liquor Purchases** are based on sales data provided by Yukon Liquor Corporation. The Yukon Liquor Corporation (YLC) is a Yukon Territory Crown corporation responsible for the administration of the Liquor Act and Regulations, and for the purchase and sale of all alcoholic beverages in the Territory. The Corporation's fiscal year is from April 1st to March 31st. Sales figures do not include commercial/home wine- and beer-making. **Absolute Alcohol** volumes are derived from the relative alcohol content of the spirits, beer, and wine sold. The percentages used for alcohol by volume are: spirits, 39%; wine, 10%; and beer, 5%.

Yukon
Executive Council Office
Bureau of Statistics

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